REMARKS

Applicants respectfully request reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

Claims 36-42, and 45-51 are amended, in a non-limiting way, to better describe the claimed features. Claims 1-35, and 43-44 are cancelled. New claims 52-58 are added. Support for amendments and newly added claims 52-58 can be found throughout the specification and the original claims 29-35. No new matter is added.

After amending the claims as set forth above, claims 36-58 are now pending in this application.

Claim Rejections 35 U. S. C. § 112

Claims 29-35 are rejected under 35 U.S.C. 112, second paragraph.

Claims 29-35 are cancelled, thus the 112 rejection of claims 29-35 are now moot.

Claim Rejections 35 U. S. C. § 103

Claims 29-51 are rejected under 35 U.S.C. 103 (a) as being unpatentable over Chan et al. (US 2002/0068585) in view of Hendrey et al. (US 6,647,269).

Independent claims 36 recites "to generate content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log and a user attribute of a user of said processing target user terminal".

Chan discloses a system and method to automatically search the required local information for the information user. Chan teaches automatically search information for the information according to user's position and position history, and user's search pattern. Although, user's "position and position history" as defined in Chan may be equated to "the action log" as defined in this Application, Chan *fails* to teach "... based on an action log and a user attribute of a user of said processing target user terminal". Support for this statement

can be found throughout Chan publication, for example, Paragraphs [0019]-[0025] of Chan reads:

"[0019] Accordingly, besides the objects and advantages of the system and method for searching local information describes in my above patent, several objects and advantages of the present invention are:
[0020] (a) To provide the information to the information user according to the information user position.
[0021] (b) To provide the mobile information to the mobile information user according to the mobile information user's position history.
[0022] (c) To conclude the mobile information user's position history property. To send the information to the mobile information according to information user's position history property.
[0023] (d) To send the advertise information to the targeted customer by information user's position history information .
[0024] (e) To provide mobile information user to formulate a predefine rules. The searches results will be output to the mobile information user by said predefine rules. Said predefine rules may be consist of time, geographic area, search pattern as elements of the predefined rules.
[0025] (i) To provide mobile information system to learn from the mobile information user behavior 1 and to search the information for the information user automatically. The information included information about product and service promotion information, event information (time related information), and personnel information." Emphasis Supplied.

Please note that, while user position (item a), position history (item b), position history property (item c), time, geographic area, search pattern (item e), user behavior (item i) are used to provide the information to the user, *none* of user's attributes, such as sex or age of the user, is used to provide the information to the user.

"The information" as defined in Chan, which is provided to the user by the system, can be an example of "content" as defined in this application. "The information" includes a sub-group named "personnel information", which may include "a person's sex, character, salary..." as described in Paragraphs [0054] - [0058]. This "personnel information (also referred as person information in Paragraph [0054]), may be confusing at first glance. However, as explained above, this "personnel information" can *not* be equated to "the user's attribute" of the user (the information/content receiver) as recited in claim 1, and *indeed*, should be equated to an example of the "content" as recited in claim 1.

In the abstract, Chan teaches "it can use the information user's personal profile, position history, and query history to generate the next set of information user's required local information". The "user's personal profile", also referred as "user profile" throughout Chan publication, for example, in Figures 4-6 cited in the Office Action, is defined as including information user's geographic position. Sex, age or any other personal attributes of the user are _never_ mentioned in Chan. Therefore, it is safe to conclude that the "user's (personal) profile" should _not_ be equated to the "personal attribute" as recited in claim 36, instead, may be equated to the "action log" as recited in claim 36. Support for this statement can be found throughout the Chan publication, for example in following paragraphs:

> "[0002] The user profile includes information user's geographic position. The user's profile is then built for various purposes including the purpose of marketing survey. The system will send coupon, or any other information to the information user.
>
> ...
>
> [0011] ...to build the user profile by the history of the trace that was recorded from the information user's mobile device. None of them transfer "the history of the trace" to the "trace property". The trace property is then used by the server system (center computer) to send the portal information to the information user according to information user's position.
>
> ...
>
> [0149] The user profile includes information user's geographic position. The user's profile is than built for various purposes including the purpose of marketing survey. The system will send coupon, or any other information-to-information user." Emphasis Supplied.

Thus, in contrast to claim 36, Chan _fails_ to disclose "to generate content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log and a user attribute of a user of said processing target user terminal".

Hendrey was cited for disclosing other features of the claims but _fails_ to cure the deficiencies of Chan explained above.

If the Examiner continues to rely on Chan to make the rejection, Applicants hereby respectfully request the Examiner to point out where the above explained feature is shown in Chan.

Independent claims 46, 47, and 52 recites features similar to the above described feature of claim 36, and thus are also patentable for at least the same reasons. Claims depending from claims 36 and 52 are thus patentable for at least the same reasons.

Conclusion

Applicants believe that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing or a credit card payment form being unsigned, providing incorrect information resulting in a rejected credit card transaction, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicants hereby petition for such extension under 37 C.F.R. §1.136 and authorize payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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